



WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Grassroots Media LLC  
146 Montgomery Avenue Suite 201  
BALA CYNWYD, PA 19004

## Contract # 5027682

**Schedule Dates** 10/16/21-10/18/21  
**Advertiser** Terry McAuliffe for Governor of Virginia-D (14151)  
**Agency** Grassroots Media LLC (19605)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 686 McAuliffe (1631281)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 40/41/686  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** Separation: 30

**Date Entered** 10/14/21  
**Last Modified** 10/14/21  
**Entered By** Mark Afshar  
**CO-OP** No  
**External #** 11049691  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,570.00  
**Net Total** \$54,230.00  
**Sales Tax**

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By Broadcast Month	Spots	Rate
Oct. 2021	39	\$63,800.00
<b>Grand Total:</b>	<b>39</b>	<b>\$63,800.00</b>

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1.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM		1							1	\$150.00	\$150.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/14/21
2.0	Normal Line / SPOT	10/18/21-10/18/21	1	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM		1							1	\$800.00	\$800.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/14/21
3.0	Normal Line / SPOT	10/18/21-10/18/21	1	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		1							1	\$1,200.00	\$1,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/14/21
4.0	Normal Line / SPOT	10/18/21-10/18/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1							1	\$1,800.00	\$1,800.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/14/21
5.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	6:27P- 6:30P (EST)		1							1	\$2,500.00	\$2,500.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/14/21

## CONFIRMATION CONTRACT

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6.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	6:57P- 7P (EST)		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)	Daypart EN WOLD NEWS ADJ B(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/14/21
7.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	6:58:46P- Wheel Of Fortune		1							1	\$1,800.00	\$1,800.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/14/21
8.0	Normal Line / SPOT	10/18/21-10/18/21	1	:30	7:29:26P- Jeopardy		1							1	\$5,200.00	\$5,200.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/14/21
9.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$650.00	\$650.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/14/21
10.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	11:35P- ABC-Jimmy Kimmel		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	10/14/21

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11.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	12:37A- ABC-Nightline		2							2	\$125.00	\$250.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	10/14/21
12.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1							1	\$525.00	\$525.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/14/21
13.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	8P- ABC-Dancing with the Stars (Monday)		2							2	\$3,000.00	\$6,000.00	Washington (WJLA)	Daypart PT DANCING WITH THE STARS(Agency)-4Q21 (sell)	10/14/21
14.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	10P- ABC-News Special		1							1	\$1,500.00	\$1,500.00	Washington (WJLA)	Daypart PT THE GOOD DOCTOR(Agency)-4Q21 (sell)	10/14/21
15.0	Normal Line / SPOT	10/16/21-10/16/21	2	:30	7A- ABC-Good Morning America Saturday							2		2	\$400.00	\$800.00	Washington (WJLA)	Daypart WK GMA-SATURDAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	10/14/21
16.0	Normal Line / SPOT	10/16/21-10/16/21	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							2		2	\$325.00	\$650.00	Washington (WJLA)	Daypart WK GMW SAT 8-9A(Agency)-4Q21 (sell)	10/14/21

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17.0	Normal Line / SPOT	10/16/21-10/16/21	2	:30	9A- ABC-Good Morning America Saturday 2							2		2	\$400.00	\$800.00	Washington (WJLA)	Daypart WK GMA SAT 9-10A(Agency)-4Q21 (sell)	10/14/21
18.0	Normal Line / SPOT	10/16/21-10/16/21	3	:30	11:59A- Sports-ABC College Football Early							1		1	\$1,300.00	\$1,300.00	Washington (WJLA)	Daypart WK COLLEGE FOOTBALL 12N(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE A	10/14/21
19.0	Normal Line / SPOT	10/16/21-10/16/21	3	:30	11P- 12A (EST)							1		1	\$250.00	\$250.00	Washington (WJLA)	Daypart WK ABC7 NEWS @ 11P SAT/NEWS WEEKL(Agency)-4Q21 (sell) - ESTIMATE IS BASE	10/14/21
20.0	Normal Line / SPOT	10/18/21-10/18/21	1	:30	7A- 8A (EST)		1							1	\$1,600.00	\$1,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/14/21
21.0	Normal Line / SPOT	10/17/21-10/17/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								2	2	\$450.00	\$900.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM	10/14/21

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22.0	Normal Line / SPOT	10/17/21-10/17/21	3	:30	8:59A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)	Daypart WK THIS WEEK(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	10/14/21
23.0	Normal Line / SPOT	10/17/21-10/17/21	2	:30	6P- 7P (EST)								1	1	\$525.00	\$525.00	Washington (WJLA)	Daypart WK 6P WEEKEND NEWS(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/14/21
24.0	Normal Line / SPOT	10/17/21-10/17/21	3	:30	6:58P- ABC-Americas Funniest Home Videos (Sunday)								1	1	\$1,500.00	\$1,500.00	Washington (WJLA)	Daypart PT AMERICA'S FUNNIEST HOME VIDEOS(Agency)-4Q21 (sell) - ESTIMATE IS BASE	10/14/21
25.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	9A- Live with Kelly		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	10/14/21
26.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	10A- News-Good Morning Washington at 10a		2							2	\$250.00	\$500.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/14/21

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27.0	Normal Line / SPOT	10/18/21-10/18/21	1	:30	10:58:25A- ABC-The View		1							1	\$1,050.00	\$1,050.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/14/21
28.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	10/14/21
29.0	Normal Line / SPOT	10/18/21-10/18/21	1	:30	12:57:56P- ABC-GMA3: What You Need to Know		1							1	\$650.00	\$650.00	Washington (WJLA)	Daypart DT GMA3(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANC	10/14/21

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